

20-1 CANDY INDUSTRY
C.O.V. 6,900

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Hershey bags take bows

HERSHEY, Pa.—New packaging material development has been adopted for two products by the Hershey Foods Corp. The double-barreled acceptance of the new semi-sweet and milk chocolate chip varieties has been helped by the colorful packages which provide maximum impact on crowded store shelves.



Printed by Milprint, Inc., Milwaukee, Wis., the packages employ sharp, vivid colors combined with product photography. The unique material, made of thermo-strip/biaxially oriented polypropylene, poly laminated to polymer coated cello, was approved by Hershey after extensive laboratory and field tests. The newly developed material combination features high cold weather durability and is suited for heavier packages. Rotogravure printed in seven colors, the bags received a Merit Award in the gravure printing category at the 12th Annual Flexible Packaging Association's award competition.

MILPRINT RAISES PRICES ON FOIL PRODUCTS

Milprint Inc. has announced a price increase of 3.5% on foil converted products, effective Sept. 23rd. According to the company, the increase is needed to recover labor increases and raw materials and manufacturing supplies price hikes.

Also appeared in the:

Wall Street Journal

Milwaukee Journal

Bakers Weekly

September

Ho-Jo utilizes cartoons

Frank Gianninoto & Associates of New York City has developed a series of amusing cartoon figures to encourage younger customers to try each of five new candy bars produced by The Howard Johnson Co.



The colorful bar wrappers also bear the familiar Howard Johnson logo and the orange-and-turquoise trademark which was developed earlier by the Gianninoto organization as part of a broad redesign project for Johnson's Grocery Products Division. Flavor names are printed in chocolate brown. Packaging supplier is Milprint, Inc.

Tempt airy appetites

MILWAUKEE—Gaily designed tidbit pouches styled by modernistic treatment is credited with whetting the appetites of Continental Airlines passengers for more snacks than ever before. Following the success of the Smokehouse Cocktail Almond treats, two more giveaway snacks

were added to the airline's meal service. French Fried Almonds and Barbecued Almonds. The nuts, supplied by California Almond Growers Exchange, are specially packaged in a laminated material, cello/poly/foil/poly, produced by Milprint, Inc. Freshness of the contents is maintained by taking a partial vacuum and then back flushing with nitrogen. This gives the pouches the protective



value of a metal container. The result is a shelf-life of a full year instead of the 30-day duration of cellophane wrapped nuts.

Flexographically printed in six colors by Milprint, the distinctive package won a special Merit Award in the laminated and extrusion coated materials category of the 1968 National Flexible Packaging Association's award competition.

60-9B PACKAGING USA
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